

IBM Software Brand Identity Guide

Chapter 4: Middleware is Everywhere Campaign

IBM

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The IBM software visual identity was conceived to adapt to varying marketing campaigns. This document demonstrates how to leverage “Middleware is Everywhere” when designing for IBM communications and events that are an extension of this campaign.



- complex photo (details, perspectives, etc.)
- subject/industry specific, narrative
- NOT brand-specific
- relevant elements are in the central sections of photo
- “Mosaic”(color, photos, patterns, symbols)
- juxtaposition of abstract and heterogeneous imagery
- brand specific
- “River”horizontal band and white space composition

*Our solution is to interpret the “Middleware is Everywhere” campaign, in a way that preserves the photographic narrative of the campaign while applying a Mosaic and graphical style that evokes key IBM software attributes: **Modular + Adaptable + Transparent**.*



DESIGN COMPONENTS

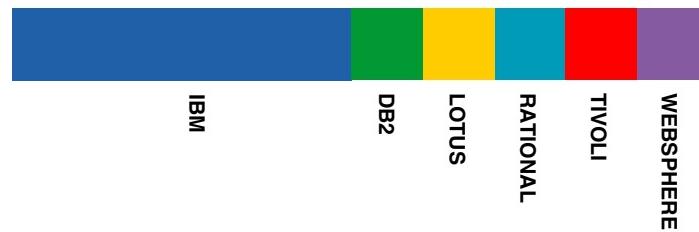
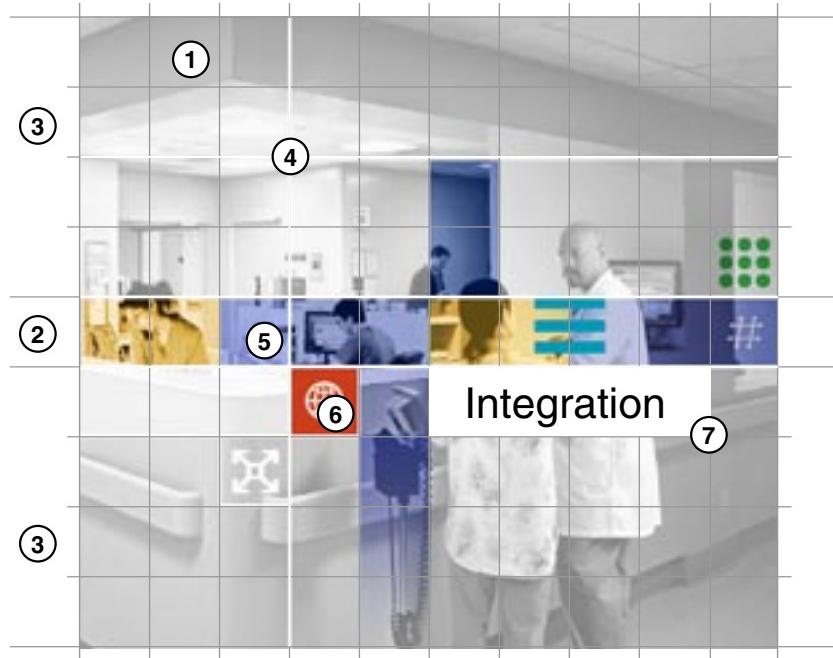
- 1 Underlying campaign photograph should be black and white.
- 2 The central section of the photo that includes most of the narrative is selected in a River-like rectangle.
- 3 The sections above and below the River are muted by 50%.
- 4 1 point white lines relate to the campaign and reference the Mosaic .
- 5 The photograph's narrative elements are highlighted using color and saturation.
- 6 Color visuals (icons, stripes, etc) reflect multiple software brands.
- 7 Campaign keywords (Automation, Integration, etc) may be incorporated into the composition, but are not required.

COLOR

- IBM blue should be the dominant color.
- Software brand colors are used only as accent.
- Colors should incorporate equal parts of more than one software brand color. It is not necessary to include all five brand colors.

NOTE

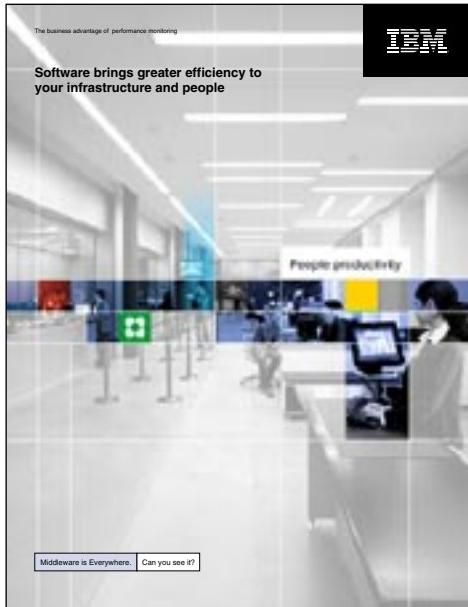
- A square grid serves as a foundation for compositions.
- The grid should match the photographic content as much as possible.
- Compositions need to remain as simple as possible, so they don't compete with the complexity of the photos.



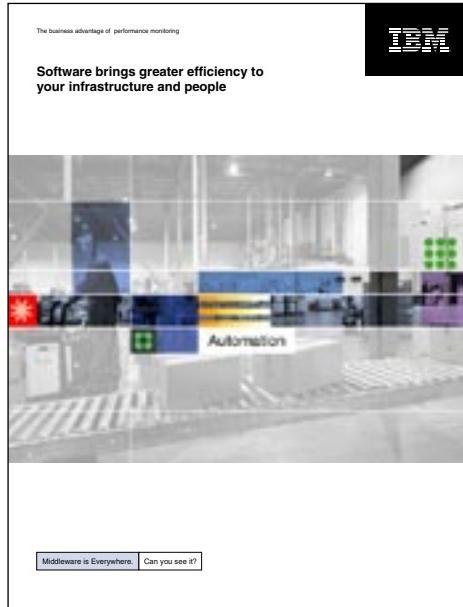
Middleware is Everywhere Campaign > **Mosaic Compositions**



Middleware is Everywhere Campaign > **Collateral**



brochure cover – full bleed



brochure cover – cropped



interior spread

NOTE: The “Middleware is Everywhere” text box is 30% IBM blue. Use the following equivalencies for different color systems:

PMS 2718	30%
CMYK	C91 M43 Y0 K0
RGB	R31 G96 B169
BLACK	15%



solution sheet



flyer – full bleed



flyer – cropped

